



Rachel Fox

CONTACT

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EXPERTISE

MARKETING

COMMUNICATIONS

PUBLIC RELATIONS

NON-PROFIT EXECUTIVE DIRECTOR

COMMERCIAL PHOTOGRAPHER

INCLUSION & ACCESSIBILITY

ADVOCATE

ARTIST

AWARDS

Cary Magazine

Mover & Shakers 2018

"Advocate for the Differently-Abled"

EDUCATION

Nazareth College

Art Education K-12

2009 - 2011

Monroe Community College - SUNY

ART in Advertising, Media, & Communications

2002 - 2006

PROFESSIONAL PROFILE

Founder and Executive Director of 501(C)3 Non-Profit NWA Girl Gang.

Seven years experience in Marketing, Advertising, Communications, and Public Relations with a focus on inclusion, diversity, and accessibility.

Eight years experience as a commercial photographer, content creator, branding + social media strategist.

Five years experience as an art educator, primarily children of all and different abilities.

Twenty years experience as an artist, including paid work as a muralist for the city of Rochester, NY.

EXPERIENCE

Founder + Executive Director (Non-Profit) | NWA Girl Gang

December 2018 - Present

Founder, Executive Director, Director of Operations, Programming, Communications, Events, and Volunteer Initiatives for 501(c)3 Non-profit and community movement for NWA Girl Gang.

Responsible for all social media representation for NWA Girl Gang, nwagirfgang.com and the NWA Girl Gang podcast, content creation, copy writer and editor, marketing, PR, sponsored content, sponsorship opportunities, fundraising, educational programming, virtual programming, event development, event coordinator and production, volunteer efforts and initiatives, digital platforms, virtual shop, special projects, blog director and editor, community collaboration development, email distribution list growth and management, newsletters, website development, photography, media direction, social media growth and development, marketing development and execution, blog contributor coordinator, content management, and coordination of press and media appearances and opportunities.

Represent NWA Girl Gang on live and pre-recorded media spots.

Content Creator, Writer, Contributor + Influencer | Self Employed (Freelance)

December 2014 - Present

Seven years' experience as a content creator, writing contributor, and influencer relating to parenting, special needs parenting, advocating for inclusion and accessibility, Down Syndrome, children's brands & toys, children's toys for all abilities, therapy products for kids with different abilities, interior design, and interior design for children, and arts & culture.

Influencing Partnerships :

Resplendent Hospitality (Blake St. House) / Crystal Bridges / Eureka Springs Chamber of Commerce | Downtown Eureka / The Twiggs Group / Soapbox Influence / Arkansas Arts & Fashion Forum "Get Your Mask On" campaign / Moms and So much More Fashion Show for Charity / Arkansas Arts & Fashion Forum Panel Host Arkansas PINK Panel Speaker / Justice League of NW Arkansas Panel Speaker / Arkansas Arts & Fashion Forum | NWA Fashion Week Panel Speaker on Marketing

Published on :

HouseBeautiful.com / Design Sponge / Sunny Circle Design / AtHome Arkansas Magazine / Wolfandfriends.com / Babiekins Magazine / Gigi's Playhouse / Earnshaws Magazine / Raleigh Moms Blog / The Idle Class Magazine / ByAlex Playmats Blog

Marketing Director (Non-Profit / Freelance) | Arkansas Arts & Fashion Forum for NWA Fashion Week Fall 2019 Shows

July 2019 - December 2019

Responsible for rebranding the non-profit Arkansas Arts & Fashion Forum, sister organization to NWA Fashion Week shows for the Fall 2019 including implementing a new social media presence, creating press opportunities, and growing and engaging the brand in the community and on social media.

- Worked closely with the Executive Director, Educational Programming, Fundraising, NWA Fashion Week Marketing, and local creatives to promote initiatives, create content, collaborate with creatives, community organizations, fundraising opportunities, messaging, and ticket sales for NWA Fashion Week 2019 Shows.
- Responsible for re-branding the organization, managing content, social media and marketing strategy, spearheading public relations, creating growth and engagement in the community, and creating messaging that amplified the work and mission of this organization.
- Grew and managed email distribution list and creating content for newsletters that shared weekly updates, fundraising opportunities, and promoted NWA Fashion Week Fall 2019 Shows. Designing and creating promotional materials.
- Copy writing for press releases, website, social media, and newsletters, I was also responsible for coordinating press and media opportunities, as well making appearances on media on air spots representing the organization. During production of shows, I was the press, media, and influencer liaison and coordinated the media spots for staff and talent.
- Created a rapport with creatives, brands, collaborators, influencers, and like-minded organizations and sponsors to amplify voices, messaging, and missions. My perspective and focus also come with an emphasis on inclusion, diversity, and accessibility as an advocate in the industry.

MEDIA SPOTS

NWA Girl Gang

[4029](#)

[Good Day NWA](#)

[Good Day NWA](#)

[Girl Gang Media](#)

[4029](#)

[4029](#)

[Good Day NWA](#)

Family, Advocacy, Influencing

[Fox News](#)

[4029 News](#)

[I AM Northwest Arkansas Podcast](#)

[KNWA](#)

[Arkansas Arts & Fashion Forum](#)

[Good Day NWA](#)

[Moms & So Much More](#)

[Promotional Video](#)

[CBS17](#)

NWA Fashion Week

[Arkansas CW](#)

[4029](#)


[Good Day NWA](#)

SOCIAL

 [NWA Girl Gang Website + Blog](#)

 [NWA Girl Gang Instagram](#)

 [Professional Facebook](#)

 [Personal Instagram](#)

 [Art Instagram](#)

 [Linked In](#)

EXPERIENCE (CONTINUED)

Marketing Manager (Freelance) | NWA Fashion Week Spring 2019

February 2019 - July 2019

Responsible for creating a new and updated online presence for NWA Fashion Week and promoting the NWA Fashion Week 2019 Spring Shows. I worked closely with the Arkansas Arts & Fashion Forum team as well as managed a team of two social media interns. This role also included unique messaging and copy writing to amplify the work and mission of NWA Fashion Week, Arkansas Arts & Fashion Forum, as well as local creatives and talent. Additional roles included content creation, branding and marketing strategy, social media strategy, directing and coordinating with social media interns, writing press releases and creating press opportunities, growing and engaging the brand in the community and on social media, collaborating with local creatives, hiring and managing influencers and local, and driving ticket sales.

- Excelled in a fast paced environment, exceptional at working with deadlines, all while filling the needs and demands of multiple communication and marketing roles.
- Worked closely with the team to update the website and original content to reflect new messaging and updated branding. Designing and creating promotional materials.
- Worked closely with sponsors to collect collateral for sponsored content.
- Responsible for coordinating press and media opportunities, as well making appearances on media on air spots representing the organization.
- During production of shows, I was the press, media, and influencer liaison and coordinated the media spots for staff and talent. Throughout the contract term and after the shows, I was responsible for recording and reporting on social media analytics, online sales, and social media listening. This information was used in presenting and writing copy to new and current sponsors, productions partners, and investors.

Business Manager + Content Creator (Freelance) | Wolfandfriends.com

August 2017 - January 2019

Wolfandfriends.com is an online platform and community that was developed for special needs families, recommending products and services to families and children of with special needs, different abilities, and disabilities. Role included advertising sales, sponsored content, commercial photography, content creation, social media growth and engagement. Advertising clients, partnerships, and sponsors included children's brands that focused on accessible clothing, educational toys, therapy products, and inclusive design.

Advertising Director | Babiekins Magazine

April 2015 - January 2019

Director of marketing, advertisement, and public relations, working directly with the editor to streamline content, imagery, co-editing, and provide copy and messaging to amplify the work and mission of this magazine. The focus, representation of inclusive brands, imagery, and creatives that emphasized diversity in the children's industry.

- Responsible for managing and growing the distribution list, finding new advertisers internationally, as well as building rapport with our past advertisers and new advertisers. I also worked to these brands to create original and sponsored content and also worked with contributors and influencers to further support this work. I also provided original photography for these brands for ad and content placement.
- Worked closely with the editor to help grow and develop the Babiekins brand and media presence, increase advertisers, and help edit the final content and design of Babiekins Print Magazine, Babiekins Digital Magazines, Babiekins Digital Gift Guides, and Babiekins.com.
- Expert at branding, imagery, and content to amplify messaging and sponsorship internationally, growing and engaging an international online media presence.
- Skilled in working in a fast pace environments, deadlines, and advertising sales.

Founder, Owner, Art Educator | ArtPlay Creative Art Classes

April 2013 - July 2016

Creative art classes and lessons for children of all learning abilities. Private lessons, group lessons, in-home visits, and birthday parties. A hands-on creative art class that correlates with notable moments in art history for Children Ages 2 & Up.

Children learned Art fundamentals and Art history while creating their very own artwork inspired by the movements and artists in Art History. Classes also consisted of expressive and art therapy inspired lessons. This curriculum was inspired, developed, and designed while attending graduate school at Nazareth College (Upstate New York) for Art Education.